

## Introducing EPSON's Advanced PerfectPicture Imaging System™

Defining a new standard in print quality, the exclusive EPSON PerfectPicture Imaging System™ is central to the amazing performance of EPSON Stylus Inkjet printers, bringing together cutting-edge developments in four main areas:

**EPSON Advanced MicroPiezo™ Technology**  
EPSON Advanced MicroPiezo™ Technology includes two major new features: **EPSON Ultra MicroDot™** and **EPSON Variable-Sized Droplet Technology**. The Advanced MicroPiezo™ Printhead is central to these developments, and includes an increased number of print nozzles, both black and colour, to bring improvements in quality and a 40% improvement on speed. EPSON Ultra MicroDot™ enables the Stylus COLOR 740 to deliver the smallest dot in the world, an astonishing 6pi (picolitres), while EPSON's breakthrough Variable Sized Droplet Technology makes three dot sizes possible - 6, 10 and 19pi (picolitres) - on one page, targeting the smallest dots at areas of detail while utilising the largest for areas of block colour.

In addition to maximising the efficiency of the printer's ink cartridges and optimising print speed, these new developments assure Photo Quality images with exceptional definition and industry-leading resolution, creating even smoother, sharper and more detailed results than ever before.

**AcuPhoto™ Halftoning**  
Definitive colour reproduction is assured by EPSON's exclusive 32bit AcuPhoto™ technology which enables this remarkable printer to render variations in colour and texture with greater subtlety and detail than ever before. Further enhancing image quality, EPSON Super MicroWeave™ enables fine, continuous tonal gradations to be achieved.

**QuickDry™ Inks**  
Working through a dual-ink system which lowers running costs and reduces change frequency, EPSON QuickDry™ Inks penetrate the surface of the paper and dry almost instantaneously, ensuring that droplets stay sharp, separate and in perfect shape. This advanced chemistry ensures vibrant colours and crisp laser-sharp blacks, both on text documents and Photo Quality images.



### EPSON Variable-Sized Droplet Technology

6 picolitre used for fine detail



19 picolitre used for large areas of colour



Variable 6, 10 and 19 picolitre optimising speed and quality





# EPSON®STYLUS™ COLOR 740

## Re-defining home and office printing.

The EPSON Stylus COLOR 740 offers home and office users genuine ground breaking performance, thanks to the very latest developments in 4-colour inkjet technology, including EPSON Ultra MicroDot™ - the smallest ink dot in the world today, in black and colour.

EPSON's unique PerfectPicture Imaging System™ features EPSON Advanced MicroPiezo™, which utilises new EPSON Variable-Sized Droplet Technology to maximise ink control and efficiency, producing the ultimate laser sharp text and Photo Quality output.

Outstanding 1440dpi resolution and PhotoReal™ colour ensure the most striking presentations, reports and newsletters, while free software and a Photo Quality Paper Pack complete what is truly the ultimate home and office printing solution for PC & Mac users.



### EPSON Advanced MicroPiezo™ Technology

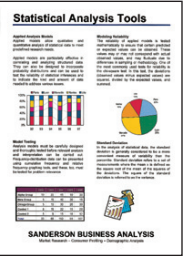
The Stylus COLOR 740 is the first printer to incorporate the latest development of EPSON's award winning Piezo inkjet technology - EPSON Advanced MicroPiezo™. A combination of two key elements - EPSON Ultra MicroDot™ and EPSON Variable-Sized Droplet Technology - this cutting-edge innovation produces the best combination of speed and print quality without compromise.

### Outstanding Features

- EPSON Ultra MicroDot - The World's smallest dot
- Latest EPSON technology - Advanced MicroPiezo™ featuring Ultra MicroDot and EPSON Variable-Sized Droplet Technology
- Outstanding speed - 40% speed improvement
- Amazing resolution - up to 1440dpi
- Optimised for printing on plain paper
- Fully compatible with Mac and Windows, including '98 USB
- Parallel, Serial and USB interfaces
- EPSON PerfectPicture Imaging System™
- Breathtaking PhotoReal™ Colour and laser sharp black text
- Advanced Colour matching - Windows ICM, Apple ColorSync and sRGB
- Free EPSON PerfectPicture Pak home creativity software including:
  - Adobe PhotoDeluxe 2.0
  - EPSON PhotoSheet
- Free Photo Quality Paper Pack

Variable-sized Droplet Technology ensures the most breathtaking clarity, even on detailed areas, and also eliminates image 'banding' which can result from 'straight' lines of dots. This maximises the efficiency of the Stylus COLOR 740 by ensuring exceptional definition while maintaining speed.

The illustrated pages provide a real life example of actual printing times.



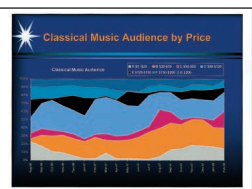
A4 DTP page printed at 360dpi - print speed of 27 seconds



8" x 10" Printed at 720dpi - printed in only 179 seconds



A4 web page printed at 360dpi - print speed of 42 seconds



A4 presentation page printed at 360dpi - print speed of 50 seconds

### EPSON Ultra MicroDot™

Through the precise control of minute piezo crystals inside the printhead, EPSON Ultra MicroDot Technology produces ink droplets of just 6 picolitres - the smallest ink droplet available from any inkjet printer. The combination of EPSON's world renowned 1440 dpi print resolution and this new Ultra MicroDot™ produces amazing PhotoReal images, and laser-sharp text.

### EPSON Variable-Sized Droplet Technology

EPSON Variable-Sized Droplet Technology is capable of producing three different sizes of ink droplet, including the 6 picolitre EPSON Ultra MicroDot™. Through intelligent analysis of the page to be printed, the Stylus COLOR 740 utilises the smaller droplet to produce fine detail, whilst increase the droplet size for areas of greater coverage. Thus providing the optimum in both speed and quality.

### Flexible paper handling and reliability

The Stylus COLOR 740 supports a wide variety of paper sizes and thicknesses, with a paper handling capacity of 100 A4 pages, 30 Transparency Sheets or 10 envelopes. To ensure maximum performance, the two ink cartridges can print around 900 pages of A4 text, 300 pages of colour or 70 photos.



### Full PC and Mac compatibility makes great printing simple

The Stylus COLOR 740 is fully Windows and Macintosh compatible, supporting Windows 3.1, 95, 98 and NT 4.0. The Stylus COLOR 740 also supports USB (Universal Serial Bus) interface the very latest and most flexible way of connecting a wide variety of devices such as printers, without needing to restart the computer - a breakthrough in simple Plug and Play connectivity.

### Feature Enhanced Printer Driver - maximum performance and efficiency

The enhanced Printer Driver features a number of developments designed to increase performance and efficiency, all easily controlled through a friendly user interface.



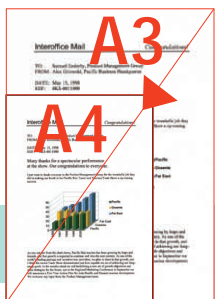
EPSON PhotoEnhance 3 automatically boosts quality by adjusting colour balance, exposure and contrast, ideal for printing web pages and digital camera images. New Photo 720 and 1440 Print Modes utilise Ultra MicroDot™ and Variable-Sized Droplet Technology to render tonal variations and colour gradations with exceptional smoothness.

Efficiency is maintained by numerous additional printer driver functions including new Plain Paper Economy Mode to optimise ink economy, and Enhanced Paper Length Check to save wasted pages.

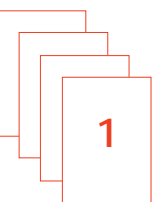
The Stylus COLOR 740 also includes enhancements such as 'Watermark' function, Document Rotation, Proportional Printing, and Multiple Pages per Sheet, all designed to provide the user with complete control over the printed document.



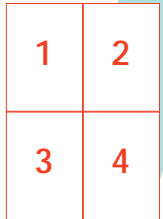
Watermarking



Proportional Printing



Multipage



### On-line Documentation and On-screen Status Monitor keep the user in control

To ensure that all the printer functions can be observed and maintained. Status Monitor 2 keeps users informed of key printer information, including Printer Status and ink levels, while a sophisticated multimedia set-up guide and comprehensive Reference and Colour Guides ensure maximum information and ease of use.



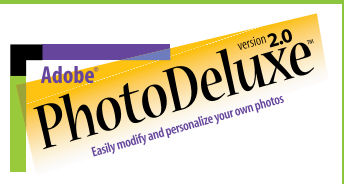
Comprehensive On-line Colour Guide

### EPSON Warranty for peace of mind

The EPSON Stylus COLOR 740 has a 1 year return-to-base warranty as standard, which may be extended to 3-years and upgraded to on-site repair support for extra peace of mind.

## Creativity and quality - start here

Your free EPSON PerfectPicture Pak contains everything you need to start creating - instantly. Fantastic PC and Mac compatible software and a free EPSON Photo Quality Paper Pack complete the perfect printing solution - offering endless opportunities for creativity, quality and fun.



### Adobe PhotoDeluxe 2.0\* - endless photo presentation opportunities

Based on Adobe Photoshop, the world-wide industry standard among photo professionals, this powerful, easy-to-use software provides unlimited opportunities to manipulate and present photos. Dozens of templates offer a wealth of presentation opportunities, while professional results can be achieved with the assistance of editing tools including Adobe SmartSelect, a Clone Tool and One-Step Red-Eye Removal.

More than 30 Special Effects offer creativity to suit any project, while retrieval and storage is made easy with an EasyPhoto organiser for creating photo albums or galleries. And with the addition of Adobe Connectables, a free monthly activities guide which can be accessed via the Web, there really is no end to what can be achieved.

### EPSON Photo Quality Paper Pack - put the best in and get the ultimate out of your EPSON Stylus COLOR 740

To ensure that outstanding results can be achieved instantly, the free EPSON Photo Quality Paper Pack includes a number of high quality paper products which have been specially designed to achieve outstanding results on the Stylus COLOR 740.

Unbelievable results can be produced on plain paper, whilst genuine EPSON media ensures the very best output possible and provides increased versatility and creativity.

The Photo Quality Paper Pack includes:  
5 x A4 Photo Paper  
3 x 4" x 6" Photo Paper,  
3 x A4 Photo Quality Ink Jet Paper

### High Quality Images

Included with the Stylus COLOR 740 is EPSON High Quality Images software, offering a selection of pictures that allow you to quickly and easily experience the high-quality output available from your printer, straight out of the box with no hidden extras required.



Allows you to make multiple copies of a photographic image in a variety of sizes on an A4 sheet

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